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Brief presented to Parliamentary
Task Force on Employment in the
80's 1981

B R I E F

PRESENTED TO

THE PARLIAMENTARY TASK FORCE
ON
EMPLOYMENT OPPORTUNITIES FOR THE '80's

BY

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THE REGIONAL MUNICIPALITY OF HAMILTON-WENTWORTH.

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F O R E W A R D

The attached Brief was prepared for the Economic Development Committee of the Regional Municipality of Hamilton-Wentworth by a Committee composed of:

Mr. David Braley	-	Orlick Industries Ltd.
Mr. Ross Branstons	-	Dofasco Inc.
Mr. Geoff Brooker	-	Mohawk College of Applied Arts and Technology
Mr. Norman Embree	-	Embree Industries Ltd.
Mr. Harry Greenwood	-	Hamilton and District Labour Council
Mr. Ted Knott	-	Hamilton Board of Education
Mr. Alex Mackenzie	-	Stelco Inc.
Mr. John D. Morand	-	The Regional Municipality of Hamilton-Wentworth
Dr. Lily Oddie-Munro	-	McMaster University
Mr. J. Worster	-	Stelco Inc.

Mr. Jack Jones, Executive Assistant to Mayor William Powell of the City of Hamilton, acted as the Secretary to the Committee.

Mr. John Morand acted as Chairman of the meetings.



OVERVIEW

The Regional Municipality of Hamilton-Wentworth is composed of the communities of Ancaster, Dundas, Flamborough, Glanbrook, Hamilton and Stoney Creek. We have a total work force of 273,000, of which 76,000 are engaged in manufacturing. We have set out below (as Schedule "A") some basic economic and demographic information in order to put the importance of Critical Skill planning for the '80's into perspective from our Regional Government's standpoint, but more importantly, from the standpoint of our local industries.

ECONOMIC DEVELOPMENT

The Regional Municipality of Hamilton-Wentworth, by legislation, is charged with the promotion and responsibility for economic development within the Region.

Recently, Regional Council established a separate Economic Development Department. This Department has responsibility for the promotion of industrial development, as well as tourism and convention development.

Regional Council, through the Economic Development Committee, has undertaken a bold and imaginative marketing plan to promote the retention and expansion of existing industries in the areas of manufacturing, construction, service and other areas such as tourism and convention facilities, as well as attracting new enterprise to our Region.

However, it has become evident that our existing industries, as well as industries and businesses and industries which are considering locating in

our Region, are extremely concerned about the availability of people trained in skills that they consider to be critical for the '80's.

As you are aware, the problem of critical skills for the '80's has been addressed by a large number of groups in a variety of ways.

This Brief has been subdivided into three major sectors, those being:

- A) Summary of Concerns - Skill Requirements;
- B) Major Obstacles in Meeting Skill Requirements; and,
- C) Recommendations.

It is assumed by the Committee that the basic skills set out below continue to have a high priority or have an increased priority in the future at all levels of the educational system.

BASIC SKILLS

- 1. Communication - writing, speaking and understanding (literacy)
- 2. Mathematics - business and industrial (numeracy)
- 3. Sciences - including basic computeracy
- 4. Problem solving and decision making

A. SUMMARY OF CONCERNS - SKILL REQUIREMENTS FOR
THE '80'S

General Skills

1. Trades

- a) Construction - pipe-fitting, carpentry, masons, electricians, etc.; and,
- b) Manufacturing - metal-working, fitter, welder, millwright, etc.

2. Maintenance and Service Trades
(for example)

- a) Food and hospitality;
- b) Construction;
- c) Manufacturer; and,
- d) Technological.

3. Education

- a) Training trainers;
- b) "Updates" in technology, business/management (sharing of knowledge, innovative techniques, new products/processes/policies)
- c) Certification Recognition for "higher skilled" job areas (metallurgy, foremanship, engineering, business, information processing, technology areas such as computers, engineering, child care workers, nursing, etc.)
- d) Career/vocational counselling programs, possibly fee for service.

4. Social Services

- a) Counselling;

- b) Day-care;
 - c) Family maintenance-type occupation; and,
 - d) Minority group training/employment.
5. Managerial Business
- a) Accounting/legal;
 - b) Personnel;
 - c) Computer/technical; and,
 - d) Sales Training.

B. THIS SECTION DEALS WITH THE MAJOR OBSTACLES THAT ARE PERCEIVED IN TERMS OF MEETING THE SKILL REQUIREMENTS SET OUT ABOVE.

1. Lack of an integrated economic strategy for Canada and the Provinces which recognizes that interactive planning among the schools, colleges, universities, labour, management and Government is essential.
 2. The impact of shift work requirements on job stability, accessibility to education/training, etc.
 3. Lack of knowledge and empathy on the part of guidance counsellors relating to blue-collar and highly-skilled job areas.
 4. The present skilled labour force is aging and existing training programs cannot meet normal attrition.
 5. Incentive programs are still sporadic and not integrated with national economic strategy. Further, there is a tendency for senior levels of government to withdraw financially after a start-up period, leaving the project to stumble.
 6. A high percentage of the Country's most experienced technical teachers in the college and high school environment will retire during the next ten years. They will be difficult to replace because:
 - i) declining enrollments may not justify hiring;
- ii) schools will be competing with industry for a limited skill supply;
 - iii) salary discrepancies in favour of industry will increase; and,
 - iv) co-operative education and training in the true sense may replace classroom instruction - i.e., contract with industries for teaching services.
7. As technological changes impact industry, equipment and facilities will become increasingly difficult to maintain or upgrade for both secondary schools, as well as community colleges.
 8. Present Federal and Provincial training programs and funding do not benefit secondary school students to any great extent, yet this is the single largest group entering the labour market.
 9. Lack of comprehensive data-gathering system from which accurate projections of labour needs can be drawn. (See #1 above.)
 10. The impact of sex and minority group stereotyping on entrance of females and minority groups into non-traditional or "ever traditional" - i.e., discriminatory hiring practices - career areas.
 11. There is a need for a defined national/provincial career awareness program which operates as a continuum through primary

17. Most economists are predicting that "hospitality" will be the growth industry of the 1980's - we are not training enough chefs, hotel management and hospitality industry technologists and managers.
18. Lack of opportunity as a result of reduced apprenticeship programs. For example, construction unions readily cut off new apprentices when a trade area has a shortage of work.
19. Declining secondary school enrollments will further accentuate the problem of finding qualified trainees; therefore, accessible education and programs geared to the needs of "adults" 18+.
20. People are not attracted to the trades early enough.
21. The perceptual attitude of the general public toward the trades.

and secondary schools which would operate as a gradual career focus from career fields to specific jobs. Such a program would be integrated into curriculum, texts and teacher-training institutions.

12. An over-emphasis on social objectives versus implementation at the Federal level has siphoned off funds from job-creating programs that would create jobs to solve many of the social problems. However, sometimes, we train "terminally", thus creating obsolescence and a different kind of social disorder. Insufficient attention is given to generic and transferable skills so that retraining frequently requires that one go to the bottom of new ladders.
13. Continuously-changing programs and rules make it difficult for the small businessmen to gain access to government training and incentive programs. Sometimes, the cost of the paperwork exceeds the value of the program.
14. Employer-based training for critical skills should be encouraged with tax incentives.
15. No co-ordinated widely-available information readily accessible to potential workers re: job requirements, educational background, competency/certification, etc.
16. Attitudinal problem toward trades - we have not encouraged our best students to enter the trades. Thus, Canadian tradesmen have not, in many instances, compared favourably with their European counterparts.

C. RECOMMENDATIONS

1. The Federal and Provincial governments who have responsibility in manpower and education respectively must work more closely together in order to:
 - a) develop a national economic strategy which will take note of manpower planning and training requirements;
 - b) restructure incentive programs to make them more accessible in order to simplify paperwork;
 - c) examine the restructuring of the tax system in order to promote training, development and apprenticeship programs that result in long-term job opportunities;
 - d) provide additional funding for second secondary schools, community colleges and universities in order to acquire modern equipment and/or resources (teaching, training); and,
 - e) provide more counselling relative to blue-collar positions.
 2. The Federal Government spends 10's of millions of dollars in advertising to change public opinion - \$60,000,000. in 1980. Some of these funds should be directed at students in order to change the image of blue-collar jobs, as well as the sex stereotyping and minority group stereotyping that is still prevalent in our society. Any funding toward career attitude moulding should include a component for training teachers.
3. Management, labour and government must co-operate to develop commitments to long-term goals.
 4. There must be standards set for educational institutions so that credits obtained at one level can be accumulated and recognized throughout college, university, secondary school and industry, depending on the nature of the training route.
 5. Colleges and universities must have more flexible programs in order to grant credits for non-traditional, prior-learning and college without classes.
 6. Programs must be established and funded to provide training for the trainers.
 7. Secondary schools should include some apprenticeship programs starting in Grade 10 for some of their most suited students.
 8. Business must be encouraged to consider various approaches to training. For example:
 - a) Rather than laying off workers during a recession, business, in co-operation with both government and the educational institutes, could offer training and education as an alternative.
 - b) During times of recession, employers could identify specific skill needs,

- or areas where an employee could upgrade existing skills; and,
- c) Work with labour and governments to provide appropriate educational opportunities, with consideration for "time-off" options paid into by worker/business or government.
9. Government, at both senior levels, should examine their priorities in terms of "bailing out losers" vs. putting money into new industrial areas and plants.
 10. The Ontario "Linkage" Program should be expanded and supported.
 11. The Hamilton Industrial Training Centre should be examined as a model for training, with a view to expansion of its services, or as a model for other centres.
 12. The Industry-Education Council for Hamilton-Wentworth should be examined as a model for promoting and servicing career awareness needs.
 13. The Co-operative/Experiential Education model which combines school with on-the-job training should be funded at secondary and tertiary levels. Co-operating companies should receive incentives for participating in Co-operative/Experiential Programs.

THE LABOUR FORCEAn Overview

Metropolitan* Hamilton's labour force totalled 270,000 in 1979; 253,000 were employed and 17,000 unemployed. The participation rate** was 65.8% and the unemployment rate 6.2%.

The labour force is the third largest in Ontario. In its concentration of technically oriented occupations, it is judged to be only second to Metropolitan Toronto. The heavy industry orientation of Hamilton results, among other things, in fewer employment opportunities for women, as indicated by lower participation and higher unemployment rates when compared to Ontario. Lower participation rates for women are consistent over all educational levels. This suggests that significantly large additional female labour is available to potential employers at all educational levels.

* Metropolitan Hamilton - The Regional Municipality of Hamilton-Wentworth, Burlington and Grimsby.

** The participation rate represents the labour force as a percentage of the population 15 years of age and over. The participation rate for a particular group is the labour force in that group expressed as a percentage of the population for that group.

PARTICIPATION AND UNEMPLOYMENT RATES BY SEX
METROPOLITAN HAMILTON AND ONTARIO, 1976

	PARTICIPATION RATE		UNEMPLOYMENT RATE	
	TOTAL	MALE FEMALE	TOTAL	MALE FEMALE
Hamilton	60.6	77.5	44.6	6.2 4.9 8.4
Ontario	64.0	79.6	48.9	6.2 5.2 7.8

Source : Statistics Canada 1976 Census.

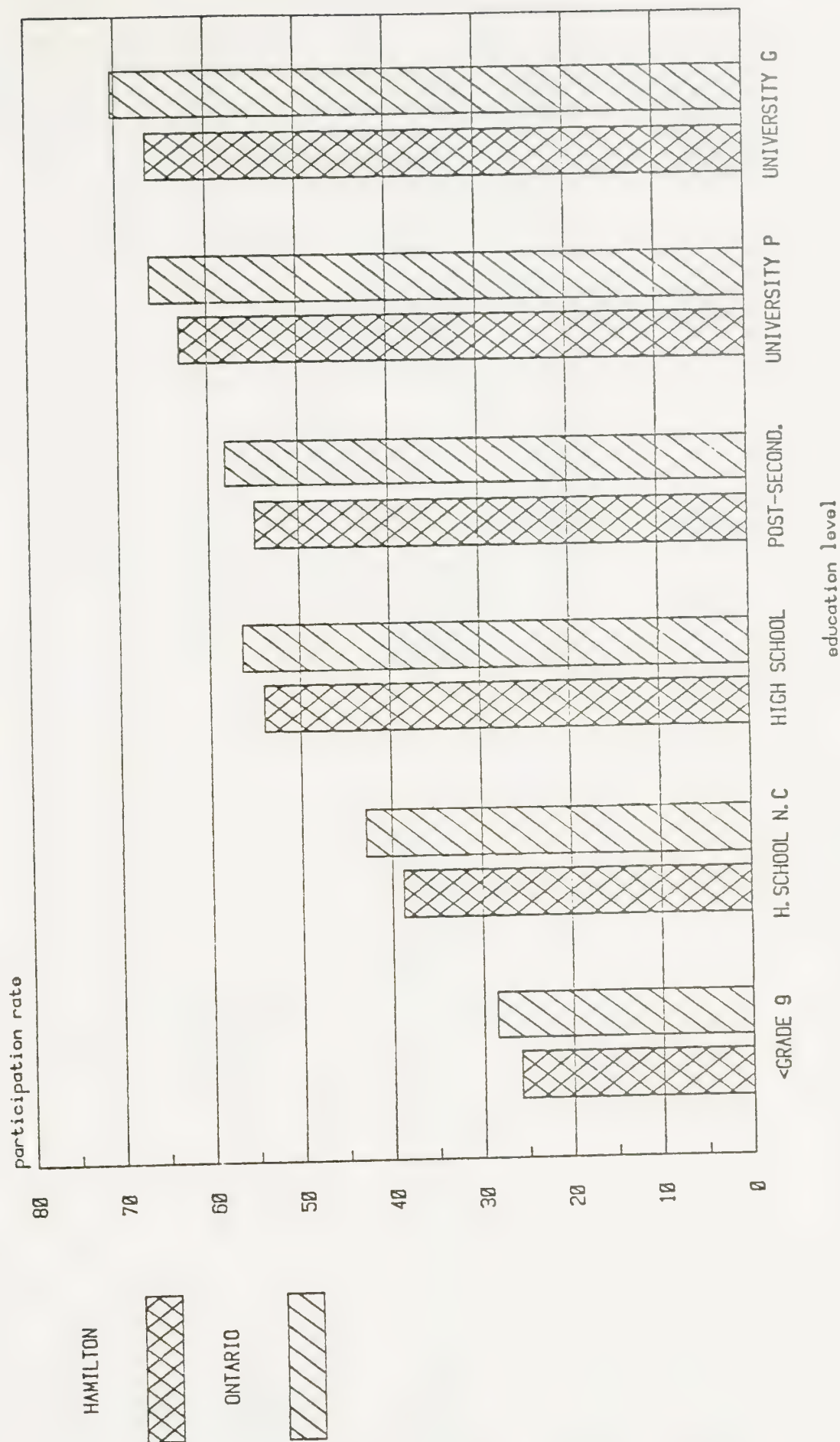
FEMALE PARTICIPATION RATES BY LEVEL OF SCHOOLING
METROPOLITAN HAMILTON AND ONTARIO, 1976

	HAMILTON	ONTARIO
Less than Grade 9	25.8	28.5
High School not completed	38.7	42.9
High School	54.0	56.2
Post-Secondary/Non-University	55.0	58.2
University Partial	63.1	66.2
University Graduate	66.5	70.3

Source : Statistics Canada 1976 Census.

FEMALE PARTICIPATION RATES BY EDUCATION

METROPOLITAN HAMILTON & ONTARIO 1976



Out of a total labour force of 242,000 in 1976, 151,000 were male and 91,000 female. The distribution of the 1976 labour force by component municipalities was as follows :

Hamilton	141,805
Stoney Creek	13,925
Flamborough	11,125
Dundas	8,680
Ancaster	6,705
Glanbrook	4,615
Hamilton-Wentworth Region	186,850
Burlington	48,235
Grimsby	6,740
Metropolitan Hamilton	241,825

Source : Statistics Canada 1976 Census.

PERCENTAGE DISTRIBUTION OF THE LABOUR FORCE BY SEX AND LEVEL OF SCHOOLING - METROPOLITAN HAMILTON 1976

	<u>TOTAL</u>	<u>MALE</u>	<u>FEMALE</u>
Less than Grade 9	16.1	17.9	13.1
High School not completed	33.5	33.5	33.5
High School	13.7	11.8	16.8
Post Secondary/Non-University	17.0	15.5	19.5
University Partial	11.0	11.2	10.6
University Graduate	8.7	10.1	6.3

A full range of educational levels exists and presents the prospective employer with sufficient choice for his/her manpower needs.

Source : Statistics Canada 1976 Census.

PERCENTAGE DISTRIBUTION OF THE LABOUR FORCE BY LEVEL OF SCHOOLING - METROPOLITAN HAMILTON AND ONTARIO 1976

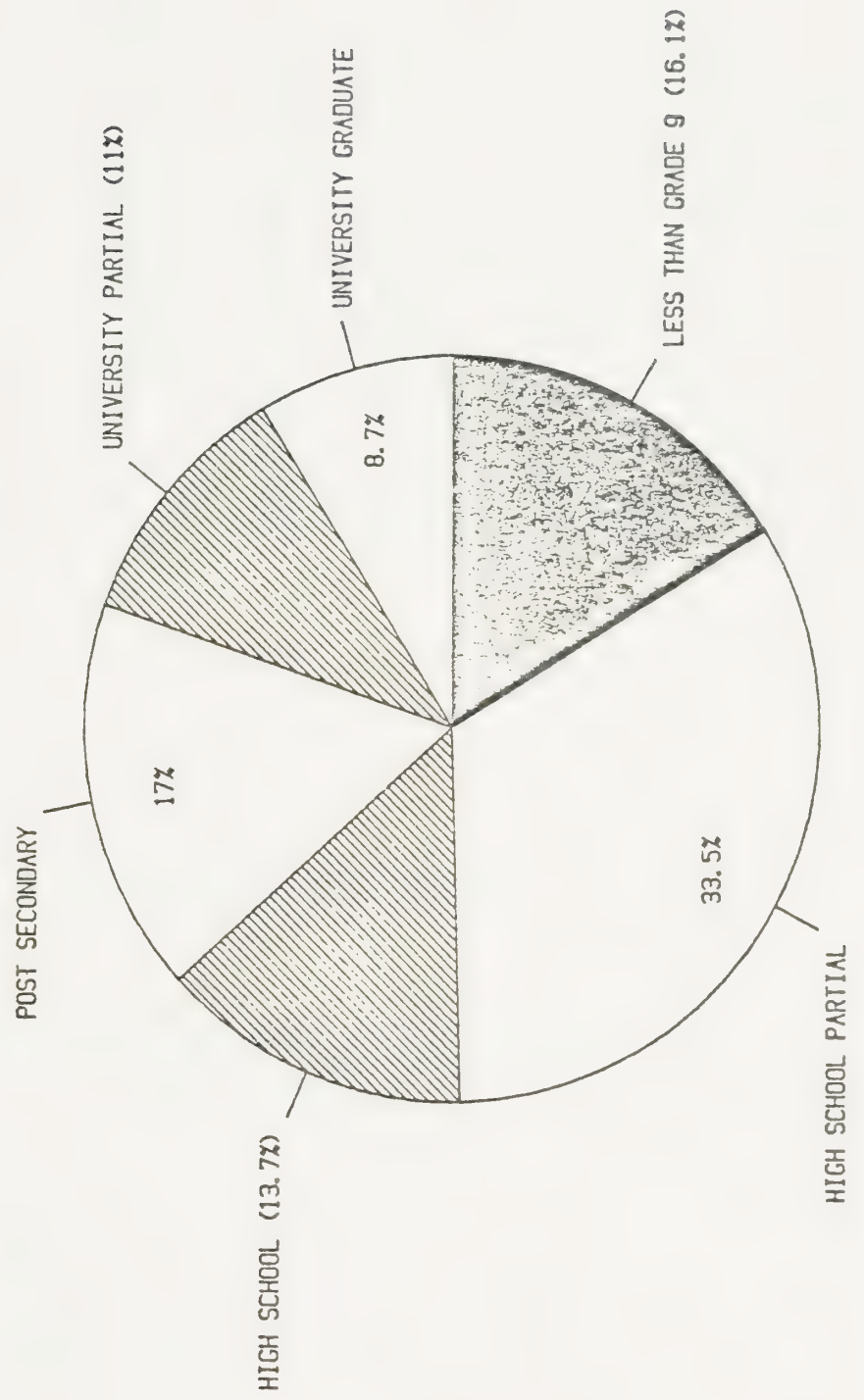
	<u>HAMILTON</u>	<u>ONTARIO</u>
Less than Grade 9	16.1	16.9
High School not completed	33.5	25.6
High School	13.7	20.2
Post Secondary/Non-University	17.0	16.1
University Partial	11.0	11.5
University Graduate	8.7	9.7

Source : Statistics Canada 1976 Census

In general the Hamilton mix resembles the mix for Ontario, the main exception being in the High School category. Hamilton has a larger proportion of its labour force in the "High School Not Completed" category. This can be an indication for "on-the-job training."

THE LABOUR FORCE BY EDUCATION LEVEL

METROPOLITAN HAMILTON 1976



LABOUR FORCE BY OCCUPATIONS

Metropolitan Hamilton is well represented in all occupations with special emphasis on technically oriented occupations such as engineering and science, processing, machining, and product fabrication.

METROPOLITAN HAMILTON LABOUR FORCE BY OCCUPATIONS 1971

<u>OCCUPATION</u>	<u>NUMBER</u>	<u>% OF TOTAL</u>
Management & Administration	8,405	4.0
Engineering & Science	6,555	3.1
Law & Social Science	1,635	0.8
Religion	420	0.2
Teaching	8,540	4.0
Medicine & Health	8,465	4.0
Art & Literary	1,565	0.7
Clerical	34,520	16.0
Sales	21,500	10.1
Service	20,885	9.8
Primary	4,545	2.1
Processing	12,305	5.8
Machining	11,685	5.5
Product Fabrication	18,440	8.7
Construction	13,500	6.3
Transportation Equipment	7,785	3.7
Material Handling	8,010	3.8
Miscellaneous	23,895	11.2
TOTAL	<u>212,660</u>	<u>100.0%</u>

Source: Statistics Canada, 1971 Census.

MAJOR UNIONS REPRESENTATION IN METROPOLITAN HAMILTON 1977

United Steel Workers of America	22,073
C.U.P.E.	6,819
United Electrical Workers	4,219
Laborers	2,868
Ontario Public Service Employees	2,768
Teamsters	2,727
Amalgamated Clothing Workers	2,593
Carpenters	2,156
International Brotherhood of Electrical Workers	1,532
Auto Workers	1,484

Source: Ontario Ministry of Labour, Research Branch.
Data refers to the area covering Hamilton-Wentworth Region and Burlington.

EMPLOYMENT AND ECONOMIC PROFILE

The local economy is spearheaded by its manufacturing sector followed closely by the service industries. However, it is the manufacturing sector that has traditionally been the driving force behind the stable growth of the economy. Led by two of the largest steel making complexes of Canada, the manufacturing industries have shown sustained growth in employment, technological upgrading, and productivity improvement. The steel industry, in particular, has shown an impressive record of success which is even more evident when compared to the dismal record of the U.S.A. steel firms on one hand and the intense competition in international markets on the other. This has been mainly achieved through constant upgrading of facilities and utilization of state of the art technology compiled with a dedicated labour force and good management.

As such, they set very high standards of economic performance for the whole manufacturing sector. However, by being an industry which provides basic inputs to other industries, its main characteristic is stable rather than spectacular growth.

Secondary manufacturing in the area benefits from the stability and continued growth in the steel industry and by its nature promises more rapid growth in terms of employment and sales. The strength of the manufacturing sector has translated itself into new strengths in the service, trade, and transportation industries. Large capital expenditures plus good productivity related remuneration have given the impetus to better services and more buying power.

Although manufacturing is still the largest employer in the area, employing 32% of the total employment, and even though Hamilton is 90% above the national average in industry value added per capita, the service, public administration, transportation, and trade industries have grown rapidly serving to diversify the local economy.

This new diversified structure holds the promise and constitutes the base for future economic expansion.

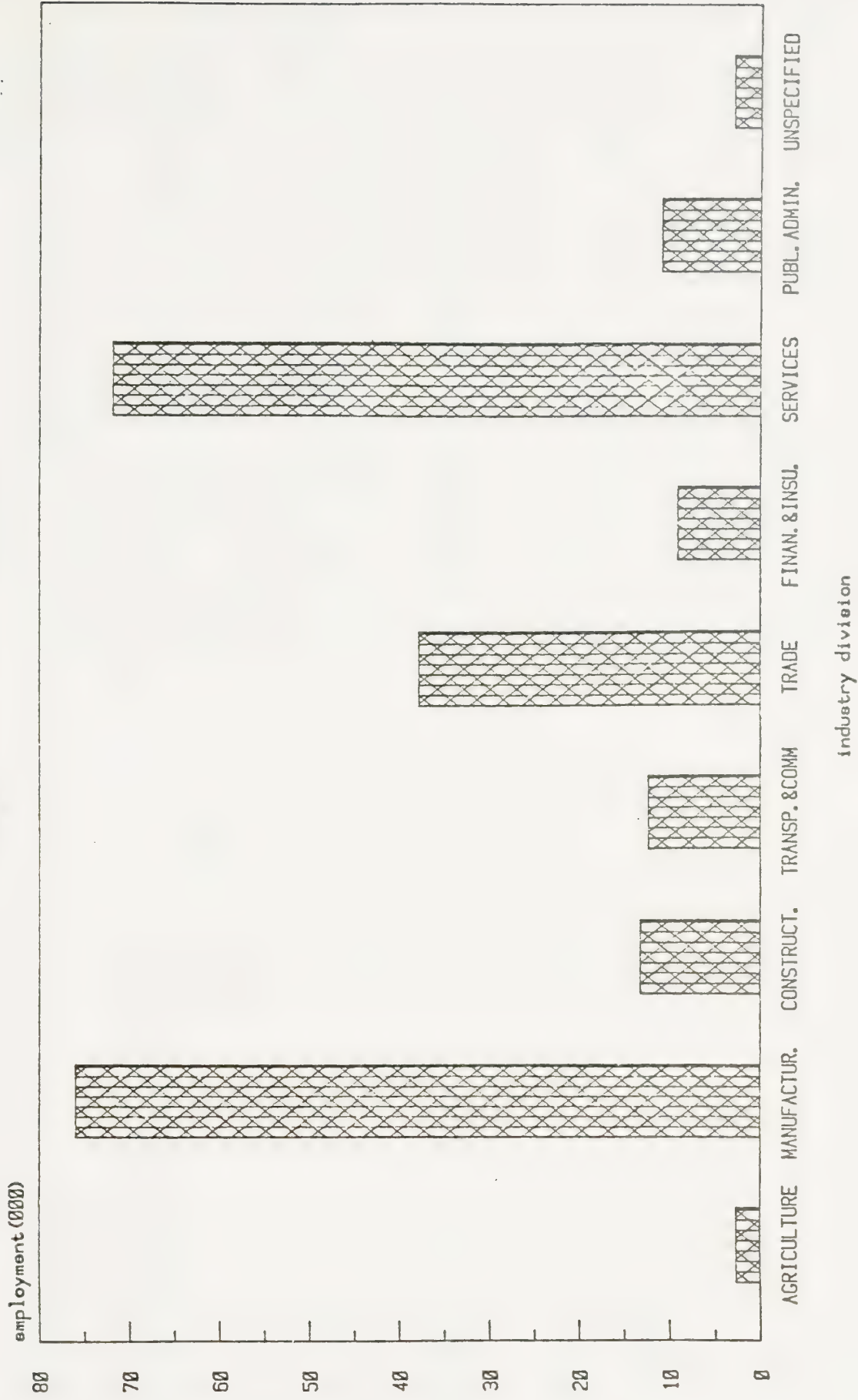
EMPLOYMENT BY INDUSTRY DIVISIONS - ESTIMATES METROPOLITAN HAMILTON - 1979

	<u>1979</u>
Agriculture	2,800
Manufacturing	76,000
Construction	13,200
Transportation, Communications & Others	12,200
Trade	38,000
Finance, Insurance & Real Estate	9,000
Comm. Business & Personal Serv. Ind.	72,000
Public Administration	11,000
Industry Unspecified & Other	<u>3,000</u>
TOTAL METROPOLITAN HAMILTON	237,200

Source: Economic Development Department

EMPLOYMENT BY INDUSTRY DIVISION

METROPOLITAN HAMILTON 1979 (ESTIMATES)



A comparison between total local employment and the employed labour force indicates that there is a net outflow of employees from Metropolitan Hamilton. Its size was estimated at 16,000 in 1979. These are for the most part residents of the City of Burlington which commute to work east towards Oakville, Mississauga, and Metropolitan Toronto.

EMPLOYED LABOUR FORCE BY INDUSTRY DIVISIONS METROPOLITAN HAMILTON 1971, 1979

	<u>1971</u>	<u>1979*</u>	<u>% Change 71/79</u>
Agriculture	3,140	3,000	- 4.5
Manufacturing	69,095	81,000	+17.2
Construction	13,245	14,100	+ 6.4
Transportation, Communications & Others	9,580	13,000	+35.7
Trade	30,780	40,500	+31.6
Finance, Insurance & Real Estate	7,870	9,600	+22.0
Comm. Business & Personal Serv. Ind.	47,070	76,850	+63.3
Public Administration	7,055	11,750	+66.5
Industry Unspecified & Other	<u>1,935</u>	<u>3,200</u>	<u>+65.4</u>
TOTAL METROPOLITAN HAMILTON	189,770	253,000	+33.3

Source: Statistics Canada 1971 Census

Economic Development Department - 1979

* Our Estimate: Based on assuming the same distribution by Industry division for the employed labour force as for local employment.

MAJOR EMPLOYERS IN THE REGION OF HAMILTON-WENTWORTH

Stelco Inc. and Dofasco Inc. are the two largest firms in the area, (primarily metal). In the metal fabrication sector; Burlington Steel (reinforcing steel), Greening Donald Ltd. (wire products), American Can Company of Canada (metal contractors), and Slater Industries Ltd. (forgery castings, marine hardware, etc.) are the largest.

In the machinery group; International Harvester Company of Canada Ltd. (farm machinery), Otis Elevator Co. Ltd., and Orenstein and Koppel Ltd. (construction equipment, industrial machinery).

In the electrical products group we find Westinghouse and Camco. Other major firms are the Firestone Tire and Rubber Company, Domglass Inc., Procter and Gamble Inc. and the National Steel Car Corporation.

MAJOR INDUSTRIAL AND COMMERCIAL EMPLOYERS 1979

	<u>Total</u>	<u>Male</u>	<u>Female</u>
Stelco Inc. Hot & cold rolled sheets, plates, prepainted steel	17,735	16,901	834
Dofasco Inc. Hot & cold rolled sheets and strip steel plate skelp	9,389	8,886	503
Westinghouse Canada Ltd. Electrical & mechanical systems & products	3,079	2,436	643
International Harvester Co.			
Agricultural equipment	2,111	1,737	374

	<u>Total</u>	<u>Male</u>	<u>Female</u>		<u>Total</u>	<u>Male</u>	<u>Female</u>
Firestone Canada Ltd. Tires, rubber goods	2,068	1,894	174	Coppley, Moyes & Randall Ltd. Men's Clothing	744	185	559
National Steel Car Corp. Ltd. Railway freight cars	1,956	1,768	188	Greening Donald Co. Ltd. Woven wire cloth in all metals and meshes	624	502	122
Simpsons-Sears Limited Retail Department Store	1,446	423	1,023	American Can of Canada Ltd. Metal container components	615	540	75
Bell Canada Communications	1,189	583	606	Reid Dominion Packaging Ltd. Printers, lithographers	499	367	132
Procter & Gamble Inc. Synthetic detergents, soaps	1,012	852	160	Robertson Building Systems Metal building products and pre-engineered building systems	494	450	44
Allen Industries Canada Ltd. Automotive products	950	300	650	Royal Bank of Canada Banking services	489	89	400
Dominion Glass Co. Ltd. Glass containers and tableware	884	650	234	Robinson's Department Stores Retail Dept. Stores	466	166	300
Otis Elevator Company Elevators, escalators, trav-o-lators	834	773	161	Dimarcantonio Ind. Inc. Mfg. components for shoe industry	450	200	250
Inglis Limited Refrigerators, dishwashers	800	640	160	The Spectator Daily newspaper	444	393	151
Canadian Appliance Manufacturing Co. (Hotpoint) Dishwashers, refrigerators	781	680	101	Steetley Industries Ltd. Stone quarry aggregates, scaffolding, building products	384	355	29
Burlington Steel Reinforcing steel, special shapes & grinding balls	775	700	75	Wabco Limited Railroad airbrakes, ind. products	386	332	54

	<u>Total</u>	<u>Male</u>	<u>Female</u>
Pinkerton's of Canada Ltd. Security & Investigation	370	350	20
O&K Orenstein & Koppel Canada Limited Construction equipment and special machinery	350	300	50
Hydro Electric of Hamilton Electric energy	350	250	100
Fell-Fab Products Industrial textile products	350	50	300
Levi Strauss of Canada Inc. Clothing	350	10	340

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